

Can an AI understand and recommend your business?

Mark one box per statement. Score 2 points for Yes, 1 for Partly, and 0 for No.

VISIBILITY SIGNAL		YES	PARTLY	NO
1	An AI can clearly identify what we sell or provide.	☐	☐	☐
2	It can identify the customers or situations we are best suited for.	☐	☐	☐
3	Our location, service area, and contact details are accurate.	☐	☐	☐
4	Each important service or product has a clear, stable web page.	☐	☐	☐
5	Our site answers the questions customers ask before choosing.	☐	☐	☐
6	We show credible evidence: examples, outcomes, reviews, or expertise.	☐	☐	☐
7	Our key business facts agree across our website and public profiles.	☐	☐	☐
8	Important information is available as text, not only images or PDFs.	☐	☐	☐
9	Crawlers can access our key pages, sitemap, and current URLs.	☐	☐	☐
10	The next step - contact, book, buy, or request a quote - is obvious.	☐	☐	☐

YOUR SCORE

____ / 20

WHAT THE SCORE MEANS

16-20: clear foundation 10-15: important gaps 0-9: start with the basics
This is a diagnostic, not a ranking. Accuracy matters more than volume.

Choose the three gaps that matter most

- 1
- 2
- 3